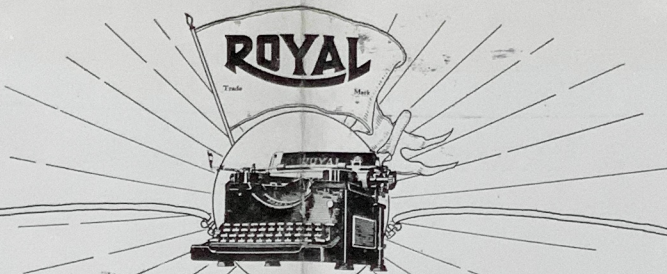


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The ROYAL STANDARD

ROYAL TYPEWRITER COMPANY, INC., 316 BROADWAY, NEW YORK CITY, U.S.A.

Volume XI

FEBRUARY - 1926

Number 2

Paul W. Jones, New Assistant Sales Manager in Charge of National Accounts

Paul W. Jones, a worthy successor to the Paul Jones of old. One a fighting Paul Jones, the other a selling Paul Jones. Mr. Jones came into the Royal organization because he thought he saw a wonderful opportunity for a remarkable selling success with a product as good as the Royal typewriter. He knew typewriters and sought the Royal, and knowing typewriters and realizing how good the Royal really is, he told it in such a way that sales followed.

He was promoted from the first position he had as manager of Toledo to take charge of the Kansas City branch and his record there continued to attract attention month after month until it culminated in figures representing more than 150 per cent. of his quota. Mr. Jones' personal record is that of an M.A.D. man every month from the moment he entered the service of the Royal Typewriter Company. It is therefore not surprising that when the position of assistant sales manager in charge of National Accounts became open the first of February he was called to New York to discuss the acceptance of the position. With a pleasing personality, indomitable courage, and a fine record behind him for performance it is no wonder that the Sales Department is proud to have a man of his calibre join the General Office staff.

Mr. Jones' many friends in Kansas City and throughout the organization will be glad to hear of his well-earned promotion and will be more pleased to hear that the opportunities of his new position will give a considerably broader scope for his ability and open up new fields of success to him in the future.

Mr. Jones is a great teacher. He has studied the psychology of selling. He has studied shorter cuts in persuasion; he knows the difference between the reason why approach and one with an emotional

appeal. On the other hand, he is a natural born salesman and proceeds along the line of least resistance almost without effort.



He will be a welcome visitor in the offices of many managers who will be glad to learn from Mr. Jones some of his technique in selling which has brought such remarkable success in salesmanship and management. Mr. Jones has already won the admiration of Mr. Cook, Vice-President in charge of the factory production, and at their discussion on his recent visit to the factory, Mr. Cook expressed himself as very much delighted to find in the organization a man of such keen insight into the operation not only of the typewriter but of the processes of production which make the Royal Typewriter what it really is. Mr. Jones has certainly entered upon his services under most favorable circumstances and his new duties in the new field is simply a matter of "How far will he go and how much will he do?"

ARE YOU INTELLIGENT?

You are not unless you are courteous—because courtesy pays and makes life easier.

You are not unless you apply your abilities with all the energy at your command, because your intelligence would certainly indicate the necessity for winning your full share of those things in life which intelligence desires, and safeguard your future for those periods when you may not be able to apply your abilities with equal amount of energy.

You are not intelligent unless by good will and sincerity you create good will and sincerity in those with whom you come in contact and so enlist their sympathies and co-operation rather than their prejudice and indifference.

You are not intelligent if you do not realize how important a trust is and lose sight of your responsibility.

You are not intelligent if you lack any of the cardinal virtues because they are the foundation of success. On the other hand, their possession does not necessarily entitle you to inherit the good things of the earth. Upon the foundation of the ordinary garden variety of virtues must be built a super-structure of success through the application of energy and concentrated thought.

You are not intelligent if knowing what to do and what is best to be done you do something else.

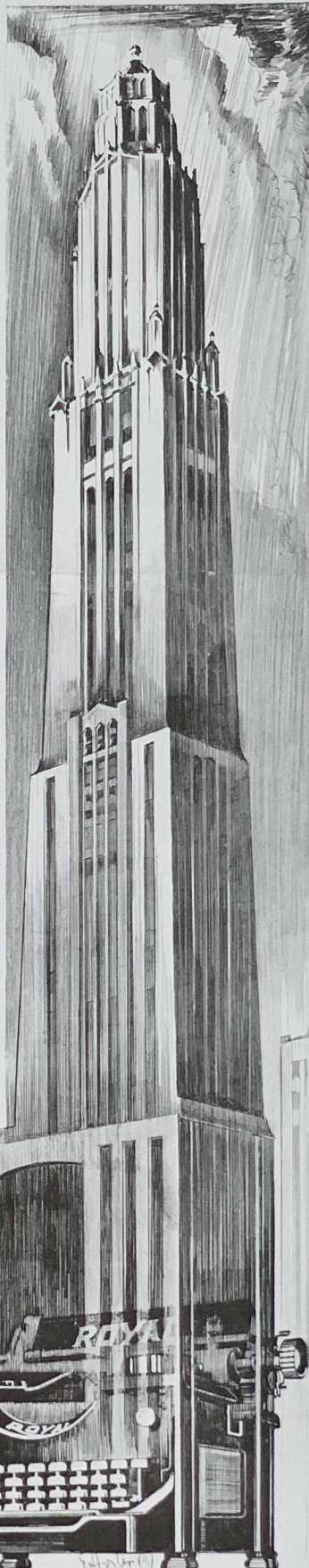
Ignorance is a lack of information but stupidity is a lack of intelligence. This applies to our work fully as much as it applies to making a success of our personal lives.

You are not intelligent if you interfere with others and their endeavors to attain success.

You are not intelligent if you talk about the weaknesses of your friends and co-workers, because there are no perfect men and women in business or out of it.

Are You Intelligent?

Ask someone who knows you well to answer the above questions for you.



January's Live Wires

In a month when the organization as a whole again proved its real merit and indomitable fighting spirit by beating every previous record for a similar month, it is more than a pleasure to count 28 branch managers who averaged better than 100 per cent. of their quota for the month.

To make quota is not an easy task. Quota is set as a goal and a man who exceeds it does far better than the average. That is why all these live-wire managers deserve the heartiest congratulations we can give them.

L. J. MICHEL
Akron
G. A. BROWN
Albany
J. W. MANN
Atlanta
C. M. PILLOW
Buffalo
W. B. LARSEN
Chicago
G. C. KINNAMON
Columbus
O. P. GILMORE
Dayton

W. H. MITCHELL
Denver
C. W. KNOX
Detroit
C. V. HOUSE
Erie
H. J. LINDIG
Grand Rapids
H. F. BRAINERD
Hartford
W. H. COURTENAY
Houston
G. W. RANDALL
Indianapolis

PAUL W. JONES
Kansas City
G. G. RALLS
Los Angeles
J. T. WELLMAN
Louisville
W. A. PARTEE
Milwaukee
M. E. BAILEY
Minneapolis
R. C. ROBINSON
New York
L. A. DUNN
Philadelphia

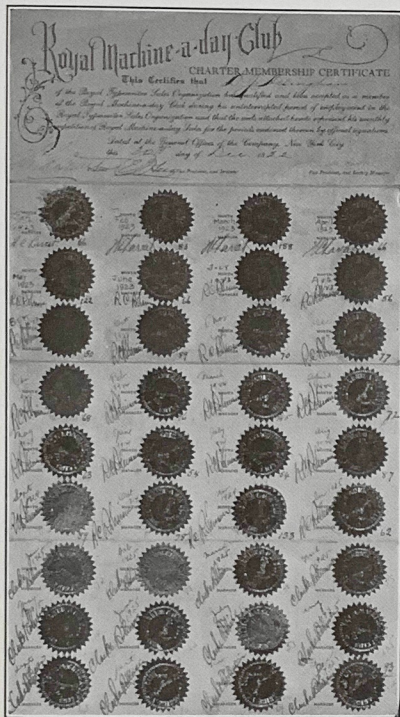
G. D. ROE
Portland, Ore.
E. D. CRANDALL
Providence
J. T. JACKSON
San Antonio
M. E. HOYT
Springfield, Mass.
L. E. WHITE
St. Louis
S. H. SLAUGHTER
Waco
H. D. CASHMAN
Washington

BUILT BETTER
THAT
BUSINESS
MAY BE
GREATER

Modern Business is built upon the written word. It uses the Royal Typewriter to write that word quickly, easily and legibly.

A Record HARD TO BEAT

It is a pleasure to reproduce a picture of Mr. D. J. Allingham's M. A. D. Certificate. As was reported in a previous month's Royal Standard, Mr. Allingham is one of the three men who has made



D. J. Allingham's Certificate, Completely Filled

the M. A. D. Club every month without missing ever since the Club was formed.

Dave is very proud of this certificate as he may very well be. It certainly is a mark of honor that very few men in the typewriter business have achieved, and shows him for what he is—one of the best salesmen that ever demonstrated the typewriter.

This little certificate of his should be an inspiration for every man who aims at success in the typewriter field. It shows just what constant effort and complete attention on the big object in view can bring to a man.

May there be more Dave Allinghams in the Royal organization.

With the Canucks



Mr. Canning, the new Manager of our Toronto Sales Office who succeeded Mr. Randall in that position, is a man of exceptional ability. It is a pleasure to be able to print a picture of him for the organization

as we know that his record in Toronto will be such as to merit considerable note in the Royal Standard in the future.

* * *

Mr. Newlands, Manager of the Montreal Office who succeeded Mr. Montgomery in that position when Mr. Montgomery joined the Domestic Sales Organization, has been in the past one of the Canucks' star salesmen, and we are glad to show his picture as well for the edification of our readers.



The Oddest Sale I Ever Made

(Send in Your Own "Oddest Sale" For Next Month's Royal Standard)

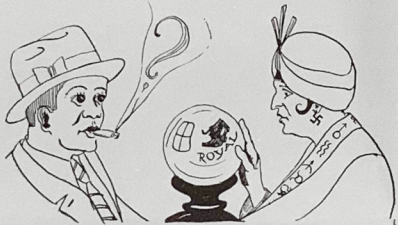
An Obliging Salesman



The oddest sale I ever made was during the Flu epidemic when a night operator in a railroad station was very anxious to have me stay at night to demonstrate a typewriter. During the night, various interesting but hair-raising incidents occurred.

I discovered that this railroad station had a siding from the State Hospital For Insane. The inmates of this Hospital had been attacked by the Flu and there were six stiff bodies waiting in the express room for shipment. By helping him at 2 o'clock in the morning, on a dark, stormy, blustery night to load the dead men in the baggage car, I obtained an order.

How to "Get Rich Quick"



The most peculiar sale I ever made was in a small down-town office where I hit upon a "Get-Rich-Quick-Wallingford." He had an over-dressed stenographer sitting at a table running an old machine, apparently a candidate for a new typewriter. The promoter, for such he was, with that quickly put-on appearance of prosperity, told me that he would not buy my typewriter if it was the last typewriter in the world and he would not buy it from me if he wanted to purchase a typewriter.

I felt that there was an opportunity for me to exert some real salesmanship although I doubted if he would be able to pay for a typewriter if I had his order so I said to him—"That is too bad for me but particularly for you. Well, it is your own fault if you will not let me help you. I have something to say to you—not about typewriters but about yourself."

"Well, what is it?" he said.

"Yesterday afternoon, on one of my trips, I called upon a clairvoyant who told

me that today I would sell a typewriter to a party with initials C. X. M. and that this would be the beginning of good fortunes for him and that it would start me on a very rapid sale of machines in this neighborhood. But—most particularly, that great luck would follow the purchase of this machine for him who would buy it."

"Well," said my new found friend, "I do not believe in anything like that but let me see your typewriter."

Bawled Out



In canvassing my territory I arrived at the upper floor of a six-story building and stepped into a small office just as the boss was hanging up his telephone receiver, rather red in the face. Perhaps I was untactful in approaching him on the typewriter question at just that moment, but nevertheless, I was there and I told him I was with the Royal Typewriter Company and asked if I could do anything for him. Before I had half finished my sentence he exploded completely. He told me that he didn't want a typewriter, that he particularly didn't want my typewriter and furthermore if I had the only typewriter in the world and I was the only salesman selling it he wouldn't buy it from me, in addition to which I was taking up space in his office which he would be standing on in another minute if I did not move out. I made a withdrawal as tactfully as I knew how and after getting my bearings again called on two or three other people on the way down-stairs. Just as I was stepping out of the building the elevator came down and this very gruff gentleman I have mentioned stepped from it. He tapped me on the shoulder rather sheepishly and said, "Aren't you the fellow who was trying to sell me that typewriter a few minutes ago?" I said, "Yes, sir" and then he said, "Take out your order blank and I will sign it right now. I am sorry for the way I talked, but I am the kind of a fellow who just simply has to let out his anger on someone and you were nearest at hand when I finished an annoying telephone conversation. I need a typewriter anyway, and I will take yours."

Los Angeles—San Francisco

The Los Angeles office as you remember from the last issue of the Royal Standard, gave San Francisco a trimming in the three-months contest which was held in October, November and December. Now we understand from these offices that they are again at it with a return bout in January, February and March. This has been such an exceedingly interesting contest that I am sure that the rest of the branches will look forward with great interest to its results every month. The first heat was won by Los Angeles with a fairly great margin which again puts them into the lead. There are two more months to go.

Salesmanship With A Capital "S"

Our David—you probably know which one, sold a dog the other day to one of his fellow salesmen and after the dog was taken home the bargain appeared rather a poor one and became poorer and poorer in the mind of the owner, urged on by the caustic remarks of his wife, until at last he said, "I am going to go back to Dave and tell him I want my money back." He left the house that morning with determination fixed in his eye. That night when he came home his wife said, "What did you do about the dog?" He said, "I talked to Dave about that dog and he is a pretty fine animal. In fact I gave him five dollars extra to let me keep the dog." That is what we call salesmanship.

SERVICE CONTEST FOR DECEMBER, 1925

DIVISION NO. 1

Once more we have the pleasure of welcoming Mr. Appel, Foreman at St. Louis, and his men, as winners of the First Division honors for December. The "St. Louis Steamroller" is a hard machine to beat, they seem to plough right through and make the mark every month.

We are more than glad to tell our readers that Mr. Buskirt, Foreman of Indianapolis, and his Service Department, ended the year 1925 by earning second place. This last minute sprint leads us to believe that Indianapolis is to be considered as a regular contender from now on for the big honors.

Mr. Dougherty, our Foreman at Washington, has always made his bid for one of the three places every month of the year but it was not until December, 1925, that he succeeded. He certainly pushed the above two winners hard. You deserve third place, Washington.

- | | |
|---------------------|----------------------|
| 1—St. Louis 12* | 11—San Francisco 6* |
| 2—Indianapolis 9* | 12—Baltimore 10* |
| 3—Washington 7* | 13—Cincinnati 9* |
| 4—Kansas City 9* | 14—Louisville 9* |
| 5—Hartford 10* | 15—New York 6* |
| 6—Detroit 12* | 16—Pittsburgh 11* |
| 7—Buffalo 7* | 17—Minneapolis 12* |
| 8—Chicago 12* | 18—New Orleans 11* |
| 9—Cleveland 12* | 19—Portland, Ore. 2* |
| 10—Philadelphia 10* | 20—Dallas 6* |
| | 21—Atlanta 9* |
| | 22—Los Angeles 5* |

DIVISION NO. 2

Mr. Wisener's figures for the year 1925 show a determined effort on his part to reach the top at least once. He finally succeeded during December and ended the year in a Royal manner. Dayton can always be counted upon to make the 100 per cent, and from now on we will consider that Branch in the running for the high stakes.

When a man earns second place and has to beat forty-five other Branch Departments to do it there is nothing to say, but, "Good Work." Mr. Moehrig, of San Antonio is entitled to our congratulations and we feel sure that the whole organization extends the same.

Mr. Gardner of Fort Wayne has not been a member of the Service Organization very long but during that period he has not let the grass grow under his feet. He has managed to pull his Department up to third place and there is nothing to keep him from going higher. Go to it!

- | | |
|--------------------|-------------------------|
| 1—Dayton 5* | 23—Springfield, Ill. 5* |
| 2—San Antonio 7* | 24—Little Rock 4* |
| 3—Fort Wayne 4* | 25—Wichita Falls 2* |
| 4—Erie 4* | 26—Fort Worth 3* |
| 5—Toledo 5* | 27—Duluth 3* |
| 6—Bangor 7* | 28—Johnstown 2* |
| 7—Newark 8* | 29—Houston 2* |
| 8—Jacksonville 7* | 30—Waco |
| 9—Omaha 3* | 31—Des Moines 5* |
| 10—Youngstown 8* | 32—New Haven 5* |
| 11—Birmingham 12* | 33—Richmond 5* |
| 12—Milwaukee 5* | 34—Harrisburg 8* |
| 13—Grand Rapids 6* | 35—Evansville 1* |
| 14—Oakland 6* | 36—Rochester 4* |
| 15—Bridgeport 12* | 37—Memphis 3* |
| 16—Columbus 3* | 38—Scranton 4* |
| 17—Denver 3* | 39—Providence 2* |
| 18—St. Paul 6* | 40—Seattle 1* |
| 19—Albany 5* | 41—Portland, Me. 2* |
| 20—Worcester 7* | 42—Akron 3* |
| 21—South Bend 3* | 43—Peoria 3* |
| 22—Frederic 4* | 44—Rockford 1* |
| | 45—Wilmington |

CANADIAN SERVICE DEPARTMENTS

In the last issue of the "Standard" we made mention of the fact that we believed that Ottawa would make the 100 per cent. about the first month of the new year. Our Foreman at that station, Mr. Taylor, does not believe in waiting until January when he can make it for December. He earned the big mark and now that Ottawa is around the corner we look to Canada for some consistent 100 per cent. work.

Toronto second and Montreal trailing. Now watch them go beginning with January!

- | | |
|-------------|---------------|
| 1—Ottawa 4* | 2—Toronto 3* |
| | 3—Montreal 1* |

Bancroft's Royal Victory



Our York dealer earned special mention for January. Royal sales made by H. G. Bancroft and his men during January were a little more than one-third of his total business secured during the twelve months of last year. As last year's record was no small one, Mr. H. G. Bancroft may well feel proud of this new accomplishment. To obtain four months' business in one month is an extraordinary start for the new year.

Not content with starting the new year right in the percentage of gain over last year's business, Mr. H. G. Bancroft's organization also stands first among dealers for the total amount of school sales to their credit.

We are giving this picture the title of "Victory," as the statue in the background

appropriately typifies the spirit of our dealer when it comes to competition or a hard sale.

H. G. Bancroft is the gentleman standing at the left. In the center modestly poses Mr. J. P. Kling, who we are told is the one responsible for having the East End Junior High School decide on the "Easy Writing Royal" for their equipment. Thirty-eight typewriters are now being appreciated by the students of this school. Mr. R. D. Sheets on the right is in charge of service. All Royal users are entitled to real service, and Mr. R. D. Sheets sees that they get it.

H. G. Bancroft with a start like this should make a record-breaking number of sales this year. We are pleased to add J. P. Kling's name to the list of M. A. D. men.

RULES OF CONDUCT



By SPIECE

A little learning is a dangerous thing, therefore learn more and get out of danger.

Make it your goal to be the best man on the job. Some day you will reach the mark, but remember you cannot cut corners without cutting efficiency and your chances of promotion.

To earn more, learn more.

Time well spent in the beginning will bring you dollars later on.

Be master of your trade and you will always have a job. The future will take care of itself.

Don't lose time trying to talk the boss into raising your salary. Show him you are worth it by the interest you take in building the business and the work you turn out.

If you are not interested in the success of the firm you work for, you are working for the wrong firm.

DEALERS MAKING M. A. D. FOR DECEMBER

Mrs. S. D. Hendley
Mr. R. R. King
Mr. H. J. Roof
Mr. W. W. Prior
Mr. J. E. Gaffaney
Mr. R. G. Nichols
Mr. H. J. Smith
Mr. A. Y. Arant
Mr. R. K. May
Mr. L. Barber
Mr. H. J. Hulcher

JANUARY HONOR ROLL

January business by Royal dealers breaks all previous records for the same month. W. W. Prior, H. G. Bancroft, Kirkpatrick Company, T. H. Payne Company, H. C. Stewart, Parker's Book & Music Store, H. J. Roof, Russell & Cockrell, Tribune Printing & Stationery Co., Roy A. Davis, Tacoma Stationers are the dealers who obtained a big percentage over their January quota.

February is now at hand and is a short month. However, we have confidence in our dealers and are looking forward to a February record which will exceed the total business of any previous year.

H. G. Bancroft
Benson Typewriter Company
Bristol Typewriter Company
Calhoun Office Supply Company
Crosby-Mook Typewriter Exchange
J. F. Crouch & Company
R. A. Davis
C. L. Eicholtz
Ervin Typewriter Exchange
Galesburg Typewriter Exchange
Glover Brothers
B. M. Gragg
F. J. Haberle
Kirkpatrick Company
M. Love
Office Supply House
Palestine Printing Company
Parker's Book and Music Store
Patterson-Blair Company
T. H. Payne Company
H. J. Roof
W. W. Prior
Rugen Typewriter Exchange
Russell & Cockrell
L. E. Spiece
Standard Typewriter Company
H. C. Stewart
Tacoma Stationers
Taylor Paper Company
Tribune Printing & Stationery Company
Tulsa Typewriter Company
Typewriter Exchange

CANADIAN DEALERS

J. Bart
L. Hill
Hughes & Ross
F. J. Perry

Dealer News

Tulsa Typewriter Company at Tulsa, Oklahoma is now located at 309 South Boston Street.

The Office Supply House at Jackson, Michigan, is opening a branch store at Adrian, Michigan. Donald B. Tracey, who has been with our Jackson dealer for some time, has been promoted to the managership of this branch. This dealer is now operating two branch stores and is Royalizing this territory.

Frank J. Haberle and G. L. Larkin both report a number of inquiries about the Royal Radio program. So does Russell Swadener, Logansport.

The Royal Radio programs should be getting across to the customers in your territory and we would like to know if any of our other dealers have heard the customers refer to our programs.

A few weeks ago we sent a general letter to our dealers and in the last paragraph told them that we were inquisitive to know how many had sold one or more Royals on January 2nd. Now, if you will refer to the calendar, you will find that this date falls on Saturday, and, of course, it is the day after New Year's. H. G. Bancroft reports the sale of five Royals and so does the Capitol Typewriter Company. Galesburg Typewriter Company sold a Royal to a large typewriter user in their territory. Loring Typewriter Exchange, Albuquerque Typewriter Exchange, and

Graham & Wells report the sale of Royals on January 2nd. We thank each dealer for telling us about these sales and we are printing this to prove that holidays do not dampen the spirit of Royal dealers when it comes to making sales.

Mr. G. B. Griffith, Manager of the Central Typewriter Exchange, at Salina, Kansas, a sub-dealer of Mr. R. G. Nichols, tells us that they are moving to larger quarters at 127 South Santa Fe Avenue. The new store will be on the main street, and this sub-dealer will have more room for a Royal display.

While Bernard A. Carlin, The Old Dutch Typewriter Company, was reported to have missed his November quota by one machine, a review of the situation shows that he was appointed as a Royal dealer during the middle of November, and we are happy to say that he has finished out the year with 100 per cent. of his quota.

George J. Heiser of the Casper Typewriter Exchange, Casper, Wyoming, reports that a Mr. A. D. Westhafer heard the Royal Orchestra broadcasting over WJZ. The program came in fine over the loud speaker. This indicates how far our programs reach out.

Congratulations are in order for Mr. R. Branch Kirkpatrick, of Nashville, Tennessee, who joined the "Benedicts" during December.

Hugh K. Perkins, Royal Go-Getter



Hugh K. Perkins has been promoted and is now in charge of the Boise branch of the Idaho Typewriter Exchange.

Before coming into the typewriter field Mr. Perkins worked as an Associated Press operator and he became so sold on the Royal typewriter that he decided to be a Royal salesman.

Mr. Pollak of the Idaho Typewriter Ex-

change put him in charge of his Idaho Falls Office and as Mr. Perkins made good, his promotion was in order.

Mr. Perkins is seen standing in front of his auto on which may be seen a picture of the "dog" which has become famous on account of the activities of the Idaho Typewriter Exchange.

Watch Perkins get Royal results in Boise.

Are You One of Us?

Who are you! "Just a salesman?" No, you are not. You are you; the individual and not "Just a mere salesman."

However, be careful lest you lose your way and perchance follow the crowd. That Great Highway submerges many. Hundreds of others have become followers on that Path of Failure. Stop and think a moment!

Are you one of them? Or are you a leader; an individual who knows "the Path that leads to Home." And there

is only one Path that is safe for you to follow. You, a member of The Royal Family; only one "Path that leads to Home" and that's the Path of Success which Royal typewriters have paved for you.

A Path paved "round the word." It is there. Look and see! Have you found it? Are you on it? Make sure each day before you start out and you will most surely "End the Day with a Smile."

Striking Co-operative Window Displays in London



Some of the most exceptional window-displays that have lately come to our attention were those recently arranged by the Royal dealer for the British Isles, the Visible Writing Machine Company, Ltd., of London. Particular interest is attached to these displays since they are the result of ideas originally executed abroad by our London dealer.

In recent times, co-operative advertising has been used in a number of ways and there has been much evidence of its success. The idea in the use of this type of advertising through the medium of window-display is one that has attracted unusual attention in London and in a few of the Continental cities where it has also been used by a few of the Royal dealers. The display consists of a showing of the products of well known English companies that use large numbers of Royal typewriters in such a way as to link up the quality of those products with that of the Royal typewriter.

Our dealer's quarters at 75a Queen Victoria Street are ideally located for such displays, being situated on a corner site which provides two excellent windows, one on each street front. The street itself is one of London's most prominent thoroughfares. Thus far, these co-operative displays have been successfully used in connection with the products made by the Sun-Maid Raisin Growers' Limited, the Wolsey Company and the Palmolive Company of England, Limited, all of them widely known throughout the world as makers of products bearing the highest reputation.

The photographs here reproduced convey in a graphic way the impressive manner in which the various displays of the three mentioned companies were set up. Streamers and crepe-paper were effectively used as a background in the Sun-Maid display, a Royal typewriter being placed at either side of the window encircled by Sun-Maid raisin display boxes. The Wolsey-Royal display featured a varied showing of the famed Wolsey

underwear and hosiery, as may clearly be seen in the illustration. In the Palmolive display, the several well-known products of that company were generously featured. It may readily be seen in the photographs how a few Royal typewriters were in each instance placed

advantageously in relation to the other products displayed.

The linking up of these various companies and their products with the Royal typewriter was effected by attractively prepared hand-lettered cards which pointed out to the passers-by the partic-

ular reason why the respective firms would naturally be expected to use Royal typewriters. These cards were so worded that there could be no doubt as to the purpose of the display—the fact that the final selection of Royal typewriters by these firms was added evidence of their efficiency and ease of operation. It may also be noted that in each instance, large bold-face lettered signs were superimposed upon the top part of the window.

The three excellent displays pictured on this page are typical of others that have also appeared in our dealer's windows. In addition to those already mentioned, our London friends have had co-operative displays of the products of the Vacuum Oil Company, Ltd., Lever Brothers and the Triumph Cycle Company, all among the leaders in their respective fields of endeavor.

The management and staff of the Visible Writing Machine Company, Ltd., is indeed to be complimented on having so cleverly executed the idea of these splendid window-displays. The success with which the plan has been carried out is indicative of the friendly relations existing between our dealer's company and the large Royal users in the British Isles.

Large Birmingham Establishment Royal Equipped

A man who is deserving of much credit for good work he has done is Mr. Harold Herman, Birmingham Branch Manager for the Visible Writing Machine Co. A particular instance of his zeal is illustrated in the photograph shown at the left. This is a sectional view of the typewriting room of the Triumph Cycle Co., of Coventry, one of the most important firms in its line. Mr. Herman's personal activity is responsible for converting the heads of this enterprise into Royal enthusiasts, as is evidenced in the illustration. Mr. Herman can always be depended upon to secure his share of the typewriter business—he goes after it personally to make certain of getting it.



Typewriting Room, Triumph Cycle Company

The Roller Trip Escapement

The Heart of the Royal Typewriter

A man is only as good as his heart; if his heart is affected, the man suffers or loses just that proportion of being perfect. With a strong healthy heart, one can overcome almost insurmountable opposition or obstruction by the smooth, regular functioning of that organ, ready at all times to take the strains and loads with the least friction or resistance.

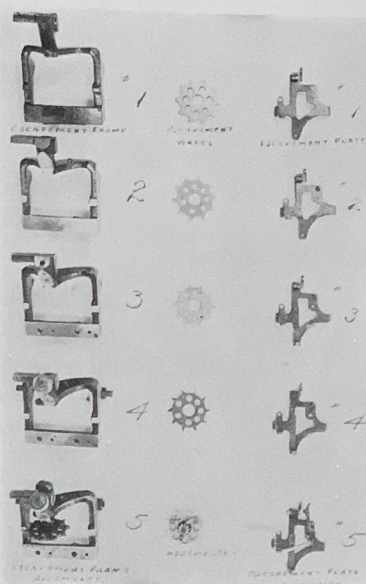
There is friction in every moving part of any mechanism, regardless of how well or perfect it is built by human hands. You may not feel it because of its extreme sensitiveness, but it's there, just the same.

Now with the thoughts in mind as expressed above, our inventor, Mr. Hess, and the factory engineers have given us an Escapement mechanism that is regarded as an achievement in friction reduction of real merit and mechanical perfection. Its responsiveness and durability under normal conditions are beyond belief, and the operator doesn't realize that inside the machine, out of sight, is a "Heart," a mechanism of vital and pre-eminent importance, capable of terrific speed, flexible to the last degree, positive in action, and pulsating with every key touch of the operator. (See Pages No. 66 to No. 68 "Salesman's Manual.")

We are most concerned here in describing the manufacturing and assembling in detail to you. What the Escapement mechanism does in actual operation is splendidly and accurately described in the "Salesman's Manual."

Look at picture No. 1, and you will see the parts used in our Escapement mechanism with the important operations such as milling, drilling, etc., shown thereon. Note the Escapement Frame to the left in the raw casting form, follow down and you can readily see the transformation of this part due to operations that have been performed. The same thing applies to the Escapement Wheel and the Escapement Plate.

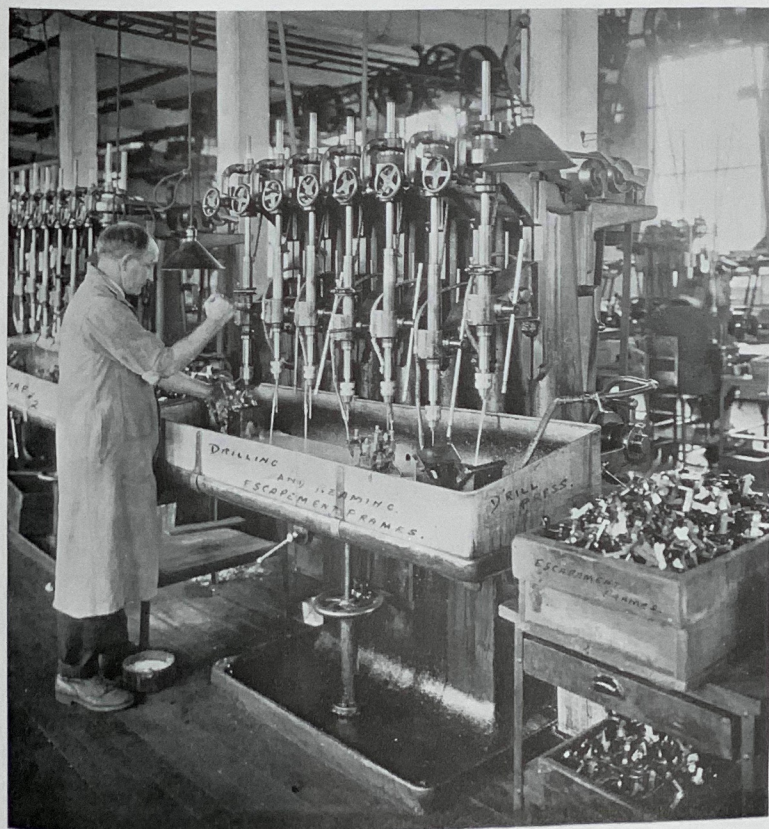
Now look at picture No. 2, and you will see the factory operator working on the



The Steps of Manufacture

Escapement Frame. On this particular operation (Drilling and Reaming) seven different drills and reamers are used, the frame not being removed from the drill jig until these operations are finished; this method assures us of extreme accuracy of all holes in relation to each other and allows the parts assembled to this piece to go together without customary filing or fitting.

Our operators are carefully trained to become expert in producing the Escapement mechanism. They are highly skilled men, who regard quality as you and I do in a thoroughbred horse, a Rolls Royce car, a Steinway piano, etc. Royal reputation has been built up through years of hard, careful and persistent efforts under a well defined plan. Every sale adds to our responsibility to the user. The good enough of yesterday is replaced with a real quality of today, which leads to a still greater effort for tomorrow.



Why A GOOD Typewriter Ribbon?

Many people have the impression that a typewriter ribbon is simply a typewriter ribbon.

In placing the Roytype Ribbon on the market and offering it to the public, we are endeavoring to educate the typewriter user on the fact that a clean, finely-made ribbon is an absolute necessity in producing quality work from any writing machine.

The following article, the first of a series on this subject, will be of great benefit to you in telling how the Roytype Ribbon in particular fills this need for a really good typewriter ribbon.

Your Royal Typewriter is useless without a half inch wide piece of inked cloth, called the ribbon. All the wonderful inventive and manufacturing skill in Royal Building cannot prove itself without the ribbon and then it fails to give the full and best proof unless the ribbon is of the highest grade and made to meet the requirements of the Royal machine. How important, then, is the ribbon. How little thought, generally, is given to it.

Every Royal user should know our Royal typewriter ribbons in the interest of better typewriting in correspondence, so easy to accomplish on the Royal machine when the ribbon equipment is correct. It is desired that every Royal user join the growing "Royal army of neat letter writers."

THE ROYAL'S PERFECT PRESS WORK

If your typewriter does not print with a mechanical accuracy and neatness, it is not fulfilling its mission. The highest grade printing press in the office of the world's best printer, could not produce good work with muddy, gummy ink or with pitted press rollers. The printing will be bad, but everyone will not know why. Poor printing supplies is the answer.

Stenographers and machines are frequently blamed for poor typewritten work when the supplies used and the lack of proper care of the machines are the real causes. If the ribbon is not the best, the machine printing will be of an inferior order. The ribbon supplies the ink for the typewriter-printing machine. If the various ingredients composing the ink are not of the highest grade; if the fabric that carries the ink is not the finest long staple cotton of a fine and proper weave; if the ribbon spools and ribbon action—necessary to move the ribbon past the printing point with a uniform motion—are not perfect, then there will be faulty work.

On some makes of machines one or all of these defects are present. Any one of them spells trouble for the operators of such machines. But not for Royal users, because our machines are properly built and ribbons are properly made of proper materials throughout. Our ribbons are of the finest fabric, finest inks, most approved methods of applying and perfect packing. Their work is clean, sharp and lasting. Our spools are made in our own factory from accurate dies by skilled workmen and on the finest of machines. They are heavy spools, having flanges that will not bend. Royal ribbon mechanism is accurate in its working, positive in its movement of the ribbon and will not get out of order. These are the main reasons for the unexcelled "press work" of the Royal and makes safe its slogan: "Compare the Work!"

CLOTH THE FOUNDATION

Cloth is the foundation upon which a good typewriter ribbon is built. The finest and strongest material obtainable is Sea Island Cotton, as it has a very long staple and is soft in texture. The limited production of this grade of cotton and its high price, leads some manufacturers to substitute Egyptian or other cottons, but they do not possess the fine printing or wearing qualities of our material. Those who advertise ribbons of silk, wool or other materials, as superior,

are either not dealing with the truth or if they think they are, then they are advertising an inferior article, for cotton always has been the successful fabric for typewriter ribbons.

This cotton is woven into the finest cloth so that the strands will not show when the type impression is made on the paper. A cheap, coarsely woven fabric will give a poor, uneven writing. For typewriter ribbon purposes, the cloth is treated to boiling, scouring and singeing processes, so as to remove all foreign substances and particularly the tiny loose ends of the fabric, in order that the type will not chop them off and thus become filled. We use one weight of fabric, proven to be the best for our machines. This is true as regards the ribbons that reach the customers on new Royal machines from our factory, whereas many manufacturers equip their new machines with a special light fabric ribbon to produce a fine impression.

MAKING OF THE RIBBON

The ink formulas used in the manufacture of our ribbons are the result of many years of laboratory labors and tests of all kinds under various conditions. These formulas are, of course, secret. The colors used are selected with much care. The aim is to obtain a strictly uniform product. Typewriter ribbon inks are a mixture of colors with non-drying oils and when properly handled will produce a ribbon that will not dry out or deteriorate for many months. Non-drying oils are necessary to the durability of ribbons and any unusual claims on this point should be disregarded as it is simply magnifying a fact common to any good typewriter ribbon.

The inking of the ribbon is done by passing the cloth from a roll between inking rollers which press the color into the fabric. The process is so largely automatic that claims of unevenly inked ribbons are seldom justified. The pressure on the rolls determines the degree of inking, so that when a "run" of a certain inking has been started, that degree will naturally follow through, and uniformly, to the end of the roll. Careful inspection is given every inch of inked fabric in the process of winding the ribbon on to the spools. Some manufacturers wrap their ribbons in tin foil and make unusual claims for this feature, but this wrapping is in no sense necessary, for there can be no better protection against the action of the atmosphere than the oily ink which is itself moisture proof and non-drying.

FICTITIOUS CLAIMS OF SUPERIORITY

With so many different makes of typewriter ribbons on the market, it is not strange that untrue and unreasonable claims appear from time to time regarding the manufacture and the work of these necessary adjuncts of the typewriting machine. To attract attention to new brands, various claims frequently have been made as to special weaving of the ribbon yarn and the edging of the cloth, but the highest grade yarn, finely woven cotton, inked with strong, durable colors adopted after severe tests, makes the ideal ribbon, which is the ribbon we offer our Royal machine users and under our absolute guarantee.—The Roytype Ribbon.

Employment Department

Mrs. Parvis, an experienced Employment Manager, has recently taken charge of our Cincinnati Employment Department. She has kindly consented to write an article on the conducting of an efficient Employment Department which we are pleased to reproduce below.

In our contact with the commercial houses and schools, it is necessary to use the telephone very extensively, and I find that it is the voice with a smile that wins. Prompt service for both the employer and employee is another thing which we must consider if we are to gain their confidence. This is quite an asset for our Department.

Quite frequently I am asked about our charges. While I always assure our customers that our services are free, I never neglect an opportunity to tell the applicants whom we place in positions that we would appreciate their boosting the Royal and the Royal supplies.

When an applicant has accepted a position, I try to get a report at the close of the first week, as I want to be sure that the position is satisfactorily filled. This also gives me an opportunity to inquire about the number of typewriters used and the condition of them. Upon securing this information, I make a report of it to our Sales Department. For, while we may not make a great many direct sales, yet we should bear in mind, at all times, that our Department is a part of the Sales Organization, and that we should neglect no opportunity to increase the sale of Royal Typewriters.

When an applicant reports to our office, after having secured a position, I make it a point to introduce her to the salesman who has charge of the territory in which she is working. In this way, she is made to feel that we have a personal interest in her. This enables us to secure her cooperation.

I have observed within the short time I have been with the Royal Typewriter family, that at least ninety per cent. of our applicants say that they like the Royal Typewriter best because "It Does Run Easier."

MRS. DAISY PARVIS,
Employment Manager,
Cincinnati Office.

It is very gratifying to note, when referring to our Employment records of last year, that every month during 1925 shows an increase in the number of positions filled over the same months of 1924.

We also appreciate the attention which our Employment Managers are giving to the placing of beginners in suitable positions.

The Royal is a very popular machine with the students, and if you can be instrumental in securing positions for them after they have completed their courses, it will mean just that many more "Royal boosters" in your territory. Your Employment Department is a very essential part of your Sales Organization, and a great deal of time should be devoted to this work.

In our plan of issuing awards to students for proficiency in Typewriting, we are trying to impress upon our Managers and Employment Managers the importance of keeping accurate records of all awards issued in their respective territories.

As the students who win these awards are efficient operators, and if their other qualifications are equal to their ability as typists, special attention should be given to the securing of suitable positions for them.

Below is the standing of our Branches and District Branches for the month of January based upon percentages of quotas filled under positions and sales:

District Branches

POSITIONS	SALES
Atlanta	St. Louis
Los Angeles	New York
St. Louis	Kansas City
Washington	Portland, Ore.
New Orleans	San Francisco
New York	Minneapolis
Portland, Ore.	Pittsburgh
Indianapolis	Indianapolis
Chicago	Chicago
Kansas City	Cleveland
Cleveland	Los Angeles
Philadelphia	Cincinnati
San Francisco	Philadelphia
Buffalo	New Orleans
Pittsburgh	Buffalo
Baltimore	Dallas
Louisville	Baltimore
Cincinnati	Detroit

Branches

POSITIONS	SALES
Fort Worth	Worcester
Columbus	Fort Worth
Denver	Milwaukee
Peoria	Oakland
Worcester	Columbus
Akron	Peoria
Houston	Johnstown
Oakland	Rochester
Grand Rapids	Bangor
Milwaukee	Newark
Newark	Denver
Rochester	Grand Rapids
Providence	Providence
Providence	Omaha
Johnstown	Birmingham
Birmingham	Rockford
Omaha	Portland, Me.
Bangor	Houston
Rockford	Akron
Portland, Me.	

A. M. STONEHOUSE,
Manager of School Department.

School Department

Denver, by securing 271 per cent. of its School Quota, heads the list for January. Worcester is second with 166 per cent. Los Angeles is third with 164 per cent. Several of the other offices made 100 per cent. or more of their School Quotas during January.

Schools, even more than your Commercial customers, appreciate good service and personal attention. This can best be given through our Employment Department, our Service Department, and by the Managers and Salesmen.

In fact, it is the combined efforts of these three Departments which will enable

you to render a service which will be appreciated by your schools. This appreciation will be shown by giving you a larger representation in their Typewriting Departments.

Schools are one of our best mediums of advertising provided the proper amount of time and attention is devoted to seeing that the Royals are in first-class condition at all times, for the impressions which the students of the Royal have while they are in school will be carried with them to the Commercial Office.

A. M. STONEHOUSE,
Manager of School Department.

ROYAL MACHINE-A-DAY CLUB JANUARY

NEW MEMBERS



H. HOLMBERG
Louisville, Ky.



C. E. DRISCOLL
Hartford



B. L. ESTES
Philadelphia



J. C. MITCHELL
Detroit



J. T. GRAHAM
Minneapolis

W. S. DANIELS
Chicago

M. WOSKOFF
Philadelphia

I. HULBERT
New York

E. C. WILLIAMS
Kansas City

F. W. KEYLOR
Boston

REPEATERS (Marked by *)

AKRON L. J. Michel 7* ATLANTA C. C. Crawford S. N. Malone 2* J. W. Mann BALTIMORE P. F. Hamsch J. A. Jean J. C. O'Keefe W. F. Teer 20* BANGOR H. W. Boshan BIRMINGHAM A. Patterson BOSTON I. C. Barlow 12* E. T. Buckley 3* H. E. Burton F. I. Crocker F. J. Edwards C. J. Gildea F. W. Keylor G. H. Palmer 8* B. W. Simpson BRIDGEPORT I. F. Dacey BUFFALO George Hauptman W. W. Hodgson 2* A. R. Lerch C. M. Pillow 14* W. F. Wegener CHICAGO E. J. Barnett W. G. Brown 5* W. S. Daniels A. G. Freeberg 6* R. C. Goldblatt 18* R. P. Hamil 20* B. F. Hoyt E. H. Johnson J. C. LaBorence 18* W. B. Larsen 21* H. Nuhn 13* J. M. Roberts 28* A. C. Wheeler 6* L. E. Wilson CINCINNATI L. A. Platz 6* CLEVELAND G. J. Holder M. C. Hull 22* W. H. Peate W. C. Rodgers	COLUMBUS L. V. Bell G. C. Kinnamon DALLAS C. D. Walker 4* DAVENPORT G. D. Lawless DAYTON O. P. Gilmore DENVER W. H. Mitchell 3* DES MOINES P. S. Jones DETROIT C. Bailey C. W. Knox 13* J. C. Mitchell E. L. Owen L. D. Teeters 16* K. F. Walker O. T. Wheaton ERIE C. V. House 5* FORT WAYNE John Shea, Jr. FORT WORTH P. H. Billman FRESNO H. H. Tomkinson HARRISBURG S. H. Lamont HARTFORD W. C. Bartley H. F. Brainerd 38* J. L. Cook C. E. Driscoll HOUSTON W. H. Courtenay 4* E. J. Hilton INDIANAPOLIS W. S. Orvis JACKSONVILLE J. E. Gardner A. D. Richardson KANSAS CITY F. W. Hassett G. P. Johnson P. W. Jones 36* W. H. Kirchofer 3* E. C. Williams LOS ANGELES R. D. Anderson D. S. Fullerton G. G. Ralls 6*	LOUISVILLE H. Holmberg J. T. Wellman 38* MEMPHIS A. O'Bryan MILWAUKEE W. A. Partee 18* MINNEAPOLIS M. E. Bailey 4* J. T. Graham NEW ORLEANS W. J. Greger 10* E. Pritchard NEW YORK D. J. Allingham 38* H. J. Becker D. N. Conklin W. B. DeRango 17* J. B. Eccles O. Gentry T. M. Gleason 36* A. Graf 3* R. B. Gray G. M. Guest 37* J. E. Guy 17* I. Hulbert L. E. LeMaster 14* J. F. Matthews 9* P. Mittenzweig 5* G. Mothner D. D. Raine G. Rannenberg 23* R. C. Robinson J. Schwartz 26* C. Schnirring 3* N. Sykes OAKLAND J. E. Geissinger PHILADELPHIA L. A. Dunn 15* B. L. Estes H. K. Goslin J. H. Hanson 2* H. C. Pindar E. V. Sherry C. F. Treagar J. W. Turner M. Woskoff PITTSBURGH J. R. Davis A. E. Eskey A. M. Felser M. V. Miller 38* C. W. Putney PORTLAND, ME. W. E. Ayers	PORTLAND, ORE. C. E. Gray G. D. Roe PROVIDENCE J. H. Alden E. D. Crandall 11* J. L. Schora C. E. Smith RICHMOND O. H. Carter A. Bartlett ROCHESTER G. C. Johnson 5* ROCKFORD C. C. Flagg SAN ANTONIO J. T. Jackson E. C. Phillips SAN FRANCISCO D. G. Becknell C. H. Billington T. N. Colwell J. C. Deardorff S. N. Howell A. F. Lines P. Pearson C. F. F. Russ D. B. Starratt SCRANTON C. C. Waters SEATTLE H. D. Hoyt SPRINGFIELD, ILL. C. A. Stevenson SPRINGFIELD, MASS. L. B. Behan 8* ST. LOUIS G. M. Davis J. H. Kennedy 7* L. F. Reynolds L. D. Snarwasser L. E. White 14* ST. PAUL D. M. Elliott TOLEDO E. L. Knott 9* WACO S. H. Slaughter 2* WASHINGTON H. D. Cashman 13* S. E. Richter 14* H. L. Rudnick 15* E. C. Weeks WORCESTER F. C. Salisbury A. R. Smith 16*
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DEALERS M. A. D. ROSTER—JANUARY TO DECEMBER

Mrs. S. D. Hendley 12*	Mr. R. N. Pond 3*	Mr. R. H. Preston
Mr. R. G. Nichols 12*	Mr. L. Barber 4*	Mr. E. J. Hilton
Mr. H. J. Roof 12*	Mr. R. K. May 3*	Mr. J. E. Wickoff
Mr. J. E. Gaffney 11*	Mr. E. H. Benson 2*	Mr. H. E. Macarthur
Mr. W. W. Prior 11*	Mr. G. E. Lucas 2*	Mr. G. A. Pearce
Mr. R. R. King 10*	Mr. A. Wattell 2*	Mr. R. N. Swadener
Mr. J. C. Good 5*	Mr. L. Pollak 2*	Mr. R. Haugaard
Mr. H. J. Smith 5*	Mr. A. Y. Arant 2*	Mr. H. Tuell
Mr. F. J. Haberle 4*	Mr. W. W. White	Mr. F. J. Hulcher
Mr. Frank Myers 4*	Mr. R. A. Samson	
Mr. H. G. Bancroft 3*	Mr. O. G. Penegar	

FOREIGN MACHINE-A-DAY CLUB

CANADA—Royal Typewriter Company Ltd.
T. G. Lewis, Ottawa
GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

1—H. D. Ebbutt	7—W. H. Roberts	14—S. H. Goodwin	21—F. J. Soan
2—I. Harrison	8—W. D. Morgan	15—A. J. Van Dervele	22—S. V. Wall
3—H. W. D. Buckeridge	9—B. Harris	16—P. C. Fielding	23—E. Wood
4—C. Salter	10—A. F. Thomas	17—A. W. Thomas	24—J. B. Worley
5—H. Herman	11—L. Harris	18—H. V. Schofield	25—W. A. Henry
6—J. Sears	12—C. A. Bak	19—J. C. Barlow	26—W. Jenner
	13—F. W. Johnson	20—J. W. Barker	27—G. E. Sheldrake

FRANCE—J. H. Davis & Co.
J. H. Davis

AUSTRIA—Joe Lesti, Nig.
Emanuel Lauterbach

LATVIA—O. J. Dalitz Bros.
James Dalitz

GERMANY—Friedr. Magnus, Nig.
Carl Pietzsch

GUATEMALA—James P. Howell
1—D. V. Elias 2—V. M. Ramirez

SWEDEN—A. B. W. Banzhaf
1—Jonas Eriksson 2—Conrad Bohman